



THE CITY OF SAN DIEGO MANAGER'S REPORT

DATE ISSUED: August 29, 2000 REPORT NO. 00-171

ATTENTION: Honorable Mayor and City Council

SUBJECT: Citywide Volunteer Program Annual Report

REFERENCE: Manager's Report No. 99-168 (August 18, 1999)

SUMMARY

THIS IS AN INFORMATION ITEM ONLY. NO ACTION IS REQUIRED ON THE PART OF THE CITY COUNCIL.

BACKGROUND

A citywide volunteer coordinator was appointed in December 1995 to implement a comprehensive citywide volunteer program. In February 1996, the City Council adopted a Council Policy on Utilization of Volunteers (300-1), which stated the Council's intent to: optimize the use of volunteers in city departments; implement a citywide volunteer program; proactively recruit, place, and recognize volunteers; and extend workers' compensation and liability coverage to authorized city volunteers.

DISCUSSION

The Citywide Volunteer Program Manager works with volunteer managers and supervisors in all city departments to build volunteer programs, and support those already existing.

Volunteer Recruitment

The Citywide Volunteer Program assists city departments in volunteer recruitment through the development and distribution of over 10,000 *Volunteer Opportunities* brochures and bulletins each year to branch libraries, recreation centers, senior centers, high schools, colleges, military, and other organizations. Current volunteer opportunities information is provided on the City of San Diego Volunteer Program Web Page, which includes an e-mail application, as well as through the City's Just Call system, which includes a fax option. The volunteer program is also publicized

through public service announcements and the City's Government Access Channel. Volunteer Program staff participate in high school and college career fairs and other special events to recruit volunteers.

Volunteer Recognition

Volunteer recognition is important in retaining volunteers. This year, the City Council honored city volunteers by declaring the entire month of April 2000 "City of San Diego Volunteer Month," which also coincided with National Volunteer Week (April 9-15). The Citywide Volunteer Program, in partnership with the United Way Volunteer Center, the Mayor's Office, and the Central Balboa Park Association, arranged for the donation of 5,000 free passes good for the entire month of April to Balboa Park museums, the Zoo, and other local attractions to give to city volunteers and United Way agency volunteers. Additionally, the Padres donated 5,000 free tickets, and Sea World provided 5,000 discount coupons for volunteers. Many city departments held their volunteer recognition lunch or dinner events during April.

Volunteer Statistics

During FY 2000, 37,506 volunteers contributed 1,127,593 hours of volunteer time to city departments and programs (see attachment). This is a slight increase over the total volunteers in 1999 (36,885), and a 23% increase over the total number of volunteers reported in FY 98 (28,530). Volunteer hours increased slightly over the 1999 total of 1,119,256 hours, and 40% over the 1998 total of 682,717 hours. The average number of hours worked per volunteer citywide stayed constant at about 30 hours.

Cost Savings

Using the national average value of \$14.30 per hour for volunteer time, provided by the Points of Light Foundation, **the total value to the City of San Diego of the 1,127,593 hours of volunteer time in FY 2000 is estimated to be \$16,124,579.**

Respectfully submitted,

Ann Hix
Citywide Volunteer Program Manager

Approved: Bruce Herring
Deputy City Manager

HERRING/ABH

Attachment: Fiscal Year Summary of Department Volunteer Programs